

NATIONAL VISITOR SURVEY RESULTS

SEPTEMBER 2018

SOUTH AUSTRALIA'S VISITOR ECONOMY WORTH

\$6.9 BILLION

↑10%
=\$631M

Results from IVS and NVS.

DOMESTIC EXPENDITURE GROWTH



DOMESTIC VISITS GROWTH



TOP 3 DOMESTIC ORIGIN MARKETS



VICTORIA

VISITS: 1.1M ↑8%



NEW SOUTH WALES

VISITS: 678,000 ↑4%



QUEENSLAND

VISITS: 330,000 ↑17%

NATIONAL VISITOR ORIGIN



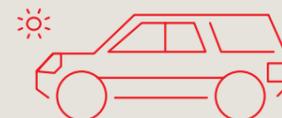
INTERSTATE

VISITS: 2.5M ↑5%

INTRASTATE

VISITS: 4.1M ↑9%

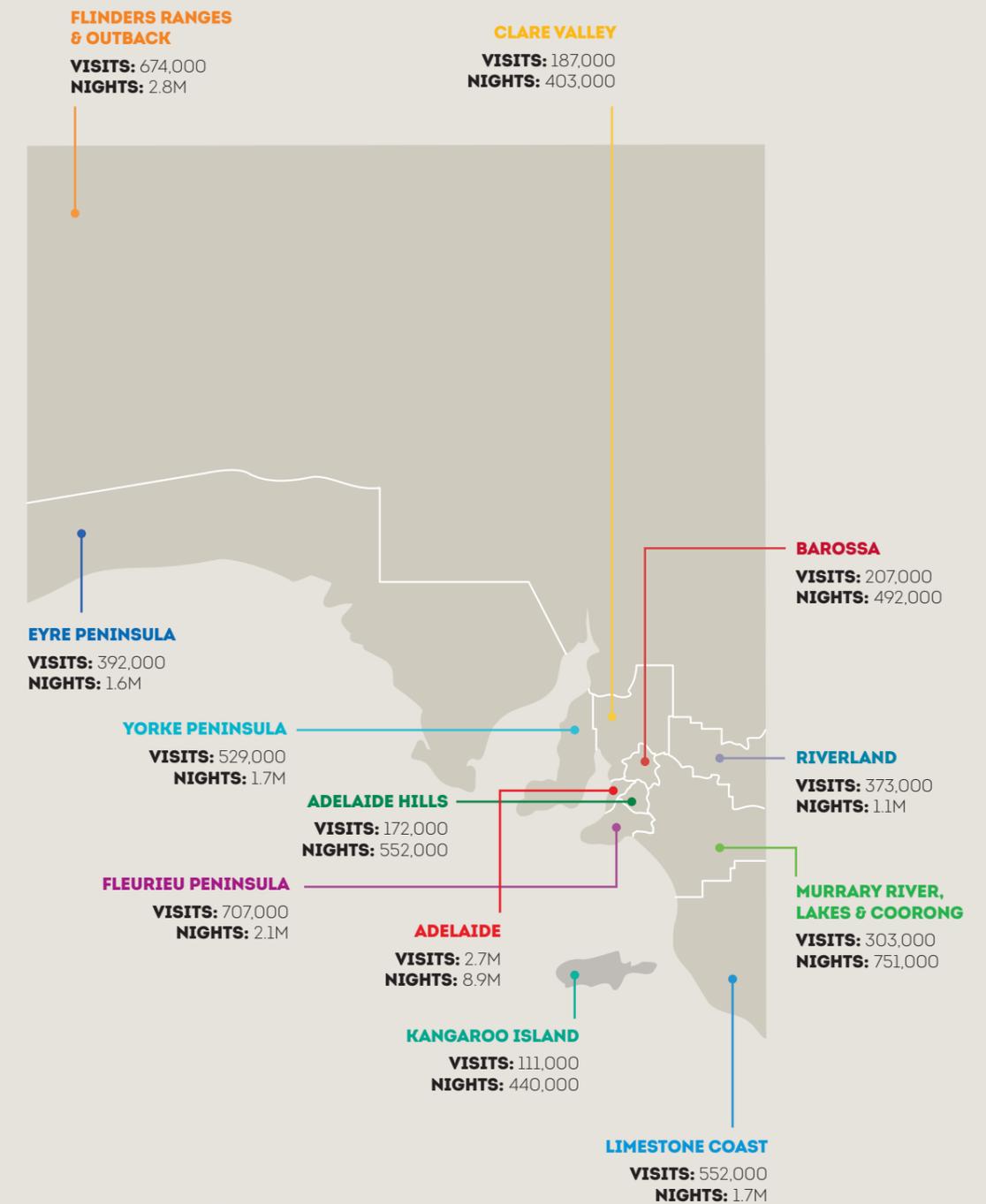
DAY TRIPS



13.8 MILLION

↑1%

DOMESTIC VISITS BY REGION*



Source: National Visitor Survey, Tourism Research Australia, SA Year End September 2018. *Data presented is a 3 year annual average to September 2018.

Comparing September 2018 to September 2017.

